

## ORDER



**Orders**  
**Order / Rev:** 37020  
**Alt Order #:** 08852742  
**Product Desc:** ISSUE  
**Estimate:** 548  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/17/12 / 09/06/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	27	\$115,000.00	\$97,750.00
08/27/12	08/27/12	4	\$8,000.00	\$6,800.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$115,000.00	\$97,750.00	0.00
September 2012	4	\$8,000.00	\$6,800.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$123,000.00</b>	<b>\$104,550.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	40%	\$123,000.00
Market	100%	\$307,500.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	15%	\$46,125.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	11%	\$33,825.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/21/12	08/24/12	8 News Now 5-630p M-FCM		5-630p	-TWTF--	:30	6	\$2,000.00	LV1	0.00	NM	6	\$12,000.00
NEWS ROTATION AIR 2X ON TU & FRI AND 1X ON WED & THU Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 -TWTF-- 6 \$2,000.00 0.00															
E 2	8	08/21/12	08/24/12	8 News Now 5-630p M-F	CM	630-7p	-TWTF--	:30	4	\$2,000.00	LV1	0.00	NM	3	\$6,000.00

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630-7p Inside Edition Inside Edition														
INSIDE EDITION				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	8	08/20/12-08/26/12		630-7p Inside Edition		630-7p		-TwThF----	:30	<del>(\$2,000.00)</del>	0.00	NM		
Credited due to football														
E 3	8	08/21/12	08/24/12	7-8p Rotator 7-8p Rotator	CM	7-8p		-TWTF--	:30	4	\$2,000.00	LV1	0.00	NM
ET/INSIDER				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	08/20/12-08/26/12		7-8p Rotator		7-8p		-TwThF----	:30	<del>(\$2,000.00)</del>	0.00	NM		
Credited due to football														
E 4	8	08/21/12	08/24/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p		-TWTF--	:30	4	\$3,500.00	LV1	0.00	NM
11P NEWS				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$3,500.00		0.00			
E 5	8	08/22/12	08/22/12	Wed 10-11p CSI	CM	10-11p		--W----	:30	1	\$15,000.00	LV1	0.00	NM
CSI				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----				1	\$15,000.00		0.00			
E 6	8	08/23/12	08/23/12	Thu 10-11p Person Of Interest	CM	10-11p		---T---	:30	1	\$10,000.00	LV1	0.00	NM
PERSON OF INTEREST				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$10,000.00		0.00			
E 7	8	08/24/12	08/24/12	SD Charger Football SD Charger Football	CM	Fri 8-11p (8:00 PM-11:00 PM)		----F--	:30	2	\$2,500.00	LV1	0.00	NM
NFL PRESEASON				AIR 2X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				2	\$2,500.00		0.00			
E 8	8	08/25/12	08/26/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P		-----SS	:30	2	\$2,000.00	LV1	0.00	NM
11P NEWS WKND				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS				2	\$2,000.00		0.00			
E 9	8	08/26/12	08/26/12	8 News Now Sun AM #1 8 News Now Sun AM #1	CM	8 News Now Sun A		-----S	:30	1	\$500.00	LV1	0.00	NM
6A NEWS SUN				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$500.00		0.00			
E 10	8	08/26/12	08/26/12	Sun 7-8p 60 Minutes	CM	7-8p		-----S	:30	1	\$20,000.00	LV1	0.00	NM
60 MIN				AIR 1X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$20,000.00		0.00			
E 11	8	08/26/12	08/26/12	Sun 9-10p 3	CM	9-10p		-----S	:30	2	\$7,500.00	LV1	0.00	NM
GOOD WIFE				AIR 2X PER DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				2	\$7,500.00		0.00			

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E 11	8	08/26/12	08/26/12	Sun 9-10p 3	CM	9-10p	-----S	:30	2	\$7,500.00	LV1	0.00	NM	2	\$15,000.00
GOOD WIFE				AIR 2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			2		\$7,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	8	08/20/12-08/26/12		Sun 9-10p		9-10p	-----Su	:30	<del>(\$7,500.00)</del>		0.00	NM			
See MG 11.3															
2	8	08/20/12-08/26/12		Sun 9-10p		9-10p	-----Su	:30	<del>(\$7,500.00)</del>		0.00	NM			
See MG 11.4															
3	8	08/26/12-08/26/12		Sun 9-10p		9-10p	-----Su	:30	\$7,500.00		0.00	NM			
Ⓜ MG for 11.1 08/26															
4	8	08/26/12-08/26/12		Sun 9-10p		9-10p	-----Su	:30	\$7,500.00		0.00	NM			
Ⓜ MG for 11.2 08/26															
E 12	8	08/26/12	08/26/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
MENTALIST				AIR 1X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$7,500.00		0.00				
E 13	8	08/27/12	08/27/12	8 News Now 5p M-F Eyewitness News 5p	CM	5-530P	M-----	:30	2	\$2,000.00	LV1	0.00	NM	2	\$4,000.00
5P NEWS				AIR 2X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$2,000.00		0.00				
E 14	8	08/27/12	08/27/12	630-7p Inside Edition Inside Edition	CM	630-7p	M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
INSIDE EDITION				AIR 1X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$2,000.00		0.00				
E 15	8	08/27/12	08/27/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
ET/INSIDER				AIR 1X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$2,000.00		0.00				
													Totals	31	\$123,000.00